



WPTV

ORDER

Print Date 08/31/12

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Flight Dates **09/12/12-09/17/12**

Contract / Revision **309350 /**

Original Date / Revision
08/27/12 08/29/12

Advertiser **Treasure Coast Jobs Coaliti**

Agency **Smart Media Group**

Buying Contact

**814 King Street - Suite 400
Alexandria, VA 22314-3039**

Primary Account Executive
Marta Salazar-Perren

| Account Executive | Order% | Start Date | End Date |
|----------------------|--------|------------|----------|
| Marta Salazar-Perren | 100% | | |

Product

TCJC - Treasure Cst. Jbs Coa. FL

Agency Com 15%

Billing Contact

**814 King Street - Suite 400
Alexandria, VA 22314-3039**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **911917**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority P-2

Advertiser Ref

Order Share % Market Value

| Competing Station | % of Order | Amount |
|-------------------|------------|--------|
| CABLE | % | |
| UNKWN | 100% | |
| WFGC | % | |
| WFLX | % | |
| WPBF | % | |
| WPEC | % | |
| WPPB | % | |
| WPXP | % | |
| WTCE | % | |
| WTCN | % | |
| WTVX | % | |
| WXEL | % | |

Order Totals

| Month | # of Spots | Net Amount | Gross Amount | Rating |
|----------------|------------|--------------------|--------------------|-------------|
| September 2012 | 32 | \$40,693.75 | \$47,875.00 | 0.00 |
| Totals | 32 | \$40,693.75 | \$47,875.00 | 0.00 |

Billing Plan

| Start Date | End Date | # Spots | Net Amount | Gross Amount |
|------------|----------|---------|-------------|--------------|
| 08/27/12 | 09/17/12 | 32 | \$40,693.75 | \$47,875.00 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals | |
|-------|------|-------------------|-----------------|------------------------|-------|----------------|-------------------|-----|-------------|----------|---------------|------|------|--------|------------|
| | | | | | | | | | | | | | | Spots | Amount |
| N 1 | WPTV | 09/12/12 | 09/14/12 | M-F 9-10a M-F 9-10a | CM | 9-10a | -- 1- 1-- | :30 | 2 | \$950.00 | P-2 | 0.00 | NM | 2 | \$1,900.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 09/11/12 | 09/17/12 | -- 1- 1-- | | | 2 | | \$950.00 | | 0.00 | | | | |
| N 2 | WPTV | 09/13/12 | 09/17/12 | M-F 4p-5p M-F 4p-5p | CM | 4-5p | 1- - 11- - | :30 | 3 | \$850.00 | P-2 | 0.00 | NM | 3 | \$2,550.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 09/11/12 | 09/17/12 | 1- - 11- - | | | 3 | | \$850.00 | | 0.00 | | | | |
| N 3 | WPTV | 09/16/12 | 09/16/12 | Su 7-8a Su 7-8a | CM | 7-8a | - - - - - S | :30 | 1 | \$750.00 | P-2 | 0.00 | NM | 1 | \$750.00 |



WPTV

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Contract / Revision **309350** Flight Dates **09/12/12-09/17/12**

Hiatus Dates

Original Date / Revision 08/27/12/ 08/29/12

Order Sep 00:20:00

Advertiser **Treasure Coast Jobs Coalit** Product **TCJC - Treasure Cst. Jbs C** Estimate # **911917**

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals | |
|-------|------|-------------------|-----------------|------------------------------------|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|------|--------|------------|
| | | | | | | | | | | | | | | Spots | Amount |
| N 3 | WPTV | 09/16/12 | 09/16/12 | Su 7-8a Su 7-8a | CM | 7-8a | -----S | :30 | 1 | \$750.00 | P-2 | 0.00 | NM | 1 | \$750.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/11/12 | 09/17/12 | -----S | | | | | 1 | \$750.00 | | 0.00 | | | |
| N 4 | WPTV | 09/15/12 | 09/15/12 | Sa 8-10a Sa 8-10a | CM | 8-10a | -----S- | :30 | 1 | \$1,500.00 | P-2 | 0.00 | NM | 1 | \$1,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/11/12 | 09/17/12 | -----S- | | | | | 1 | \$1,500.00 | | 0.00 | | | |
| N 5 | WPTV | 09/15/12 | 09/15/12 | Sa 7-8a Sa 7-8a | CM | 7-8a | -----S- | :30 | 1 | \$1,000.00 | P-2 | 0.00 | NM | 1 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/11/12 | 09/17/12 | -----S- | | | | | 1 | \$1,000.00 | | 0.00 | | | |
| N 6 | WPTV | 09/15/12 | 09/15/12 | Sa 6-7a Sa 6-7a | CM | 6-7a | -----S- | :30 | 1 | \$500.00 | P-2 | 0.00 | NM | 1 | \$500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/11/12 | 09/17/12 | -----S- | | | | | 1 | \$500.00 | | 0.00 | | | |
| N 7 | WPTV | 09/16/12 | 09/16/12 | Su 8-9a Su 8-9a | CM | 8-9a | -----S | :30 | 1 | \$1,500.00 | P-2 | 0.00 | NM | 1 | \$1,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/11/12 | 09/17/12 | -----S | | | | | 1 | \$1,500.00 | | 0.00 | | | |
| N 8 | WPTV | 09/15/12 | 09/15/12 | Sa 6p Sa 6p | CM | 6-630p | -----S- | :30 | 1 | \$1,000.00 | P-2 | 0.00 | NM | 1 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/11/12 | 09/17/12 | -----S- | | | | | 1 | \$1,000.00 | | 0.00 | | | |
| N 9 | WPTV | 09/16/12 | 09/16/12 | Su 6p Su 6p | CM | 6-630p | -----S | :30 | 1 | \$1,000.00 | P-2 | 0.00 | NM | 1 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/11/12 | 09/17/12 | -----S | | | | | 1 | \$1,000.00 | | 0.00 | | | |
| N 10 | WPTV | 09/12/12 | 09/14/12 | M-F 530-6p M-F 530-6p | CM | 530-6p | --1-1-- | :30 | 2 | \$2,000.00 | P-2 | 0.00 | NM | 2 | \$4,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/11/12 | 09/17/12 | --1-1-- | | | | | 2 | \$2,000.00 | | 0.00 | | | |
| N 11 | WPTV | 09/12/12 | 09/14/12 | M-F 1135p-1235a M-F 1135p-1235a | CM | 1135p-1235a | --111-- | :30 | 3 | \$750.00 | P-2 | 0.00 | NM | 3 | \$2,250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/11/12 | 09/17/12 | --111-- | | | | | 3 | \$750.00 | | 0.00 | | | |
| N 12 | WPTV | 09/12/12 | 09/17/12 | M-F 11-1135p M-F 11-1135p | CM | 11-1135p | 1-111-- | :30 | 4 | \$2,000.00 | P-2 | 0.00 | NM | 4 | \$8,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/11/12 | 09/17/12 | 1-111-- | | | | | 4 | \$2,000.00 | | 0.00 | | | |
| N 13 | WPTV | 09/15/12 | 09/15/12 | Sa 11-1130P Sa 11-1130p | CM | 11-1130p | -----S- | :30 | 1 | \$2,000.00 | P-2 | 0.00 | NM | 1 | \$2,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/11/12 | 09/17/12 | -----S- | | | | | 1 | \$2,000.00 | | 0.00 | | | |
| N 14 | WPTV | 09/13/12 | 09/17/12 | M-F 7-730p M-F 7-730p | CM | 7-730p | 1--11-- | :30 | 3 | \$1,200.00 | P-2 | 0.00 | NM | 3 | \$3,600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/11/12 | 09/17/12 | 1--11-- | | | | | 3 | \$1,200.00 | | 0.00 | | | |
| N 15 | WPTV | 09/12/12 | 09/17/12 | M-F 730-8p M-F 730-8p | CM | 730-8p | 1-1---- | :30 | 2 | \$1,200.00 | P-2 | 0.00 | NM | 2 | \$2,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/11/12 | 09/17/12 | 1-1---- | | | | | 2 | \$1,200.00 | | 0.00 | | | |



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Print Date: 08/31/12

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Contract / Revision **309350** Flight Dates **09/12/12-09/17/12**

Hiatus Dates

Original Date / Revision 08/27/12/ 08/29/12

Order Sep 00:20:00

Advertiser **Treasure Coast Jobs Coalit** Product **TCJC - Treasure Cst. Jbs C** Estimate # **911917**

| | | | | | | | | | | | | | | Totals | |
|--------|------|-------------------|-----------------|--|-------------------|------------------------------|-------------|---------------|-------|------------|-----|------|------|--------|-------------|
| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
| N15 | WPTV | 09/12/12 | 09/17/12 | M-F 730-8p M-F 730-8p | CM | 730-8p | 1-1---- | :30 | 2 | \$1,200.00 | P-2 | 0.00 | NM | 2 | \$2,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | <u>Rating</u> | | | | | | | |
| Week: | | 09/11/12 | 09/17/12 | 1-1---- | 2 | | \$1,200.00 | 0.00 | | | | | | | |
| N16 | WPTV | 09/15/12 | 09/15/12 | Saturday Prime C Saturday Prime C | CM | 10-11p | -----S- | :30 | 1 | \$425.00 | P-2 | 0.00 | NM | 1 | \$425.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | <u>Rating</u> | | | | | | | |
| Week: | | 09/11/12 | 09/17/12 | -----S- | 1 | | \$425.00 | 0.00 | | | | | | | |
| N17 | WPTV | 09/13/12 | 09/13/12 | NBC Thursday Prime NBC Thursday Prime | CM | 8-11p (8:00 PM-10:00 PM) | ---T--- | :30 | 1 | \$3,500.00 | P-2 | 0.00 | NM | 1 | \$3,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | <u>Rating</u> | | | | | | | |
| Week: | | 09/11/12 | 09/17/12 | ---T--- | 1 | | \$3,500.00 | 0.00 | | | | | | | |
| N18 | WPTV | 09/13/12 | 09/13/12 | Thursday Prime C Thursday Prime C | CM | 10-11p | ---T--- | :30 | 1 | \$1,500.00 | P-2 | 0.00 | NM | 1 | \$1,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | <u>Rating</u> | | | | | | | |
| Week: | | 09/11/12 | 09/17/12 | ---T--- | 1 | | \$1,500.00 | 0.00 | | | | | | | |
| N19 | WPTV | 09/16/12 | 09/16/12 | NFL Game NFL Game | CM | 4p-12a (8:15 PM-11:30 PM) | -----S | :30 | 1 | \$4,500.00 | P-2 | 0.00 | NM | 1 | \$4,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | <u>Rating</u> | | | | | | | |
| Week: | | 09/11/12 | 09/17/12 | -----S | 1 | | \$4,500.00 | 0.00 | | | | | | | |
| N20 | WPTV | 09/17/12 | 09/17/12 | NBC Monday Prime NBC Monday Prime | CM | 8-11p (8:00 PM-10:00 PM) | M----- | :30 | 1 | \$4,000.00 | P-2 | 0.00 | NM | 1 | \$4,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | <u>Rating</u> | | | | | | | |
| Week: | | 09/11/12 | 09/17/12 | M----- | 1 | | \$4,000.00 | 0.00 | | | | | | | |
| Totals | | | | | | | | | | | | | | 32 | \$47,875.00 |